

# ORDER



**Orders**  
**Order / Rev:** 184514  
**Alt Order #:**  
**Product Desc:** RNC  
**Estimate:** 3032  
**Flight Dates:** 08/18/12 - 08/24/12  
**Original Date / Rev:** 08/16/12 / 08/16/12  
**Order Type:** GENERAL

**KMGH**

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency Name:** National Media Research Planning & F  
**Buying Contact:**  
**Billing Contact:**  
 815 Slater Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Issue/RNC  
**Demographic:** A25-54  
**Product Codes:** PL23-Issue/Prop  
**Priority:** P2  
**Revenue Codes:** POL, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/24/12	49	\$40,950.00	\$34,807.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	49	\$40,950.00	\$34,807.50	0.00
<b>Totals</b>	<b>49</b>	<b>\$40,950.00</b>	<b>\$34,807.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	08/20/12	08/24/12	GMA M-F 7-9A / KMGH CA	CA	7A-9A	11111--	:30	5	\$700.00	P2	0.00	NM	5	\$3,500.00
				GMA M-F 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/18/12	08/24/12	11111--		5				\$700.00		0.00			
N 2	KMGH	08/19/12	08/19/12	ABC GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
				GMA SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/18/12	08/24/12	-----S		1				\$200.00		0.00			
N 3	KMGH	08/19/12	08/19/12	7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
				7A-8A SUN MORN NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/18/12	08/24/12	-----S		1				\$250.00		0.00			
N 4	KMGH	08/19/12	08/19/12	9A-10A SUN MORN NEWS	CA	9A-10A	-----S	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
				9A-10A SUN MORN NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/18/12	08/24/12	-----S		1				\$450.00		0.00			
N 5	KMGH	08/20/12	08/24/12	Millionaire 930A	CA	930A-10A	11111--	:30	5	\$425.00	P2	0.00	NM	5	\$2,125.00
				Millionaire											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/18/12	08/24/12	11111--		5				\$425.00		0.00			
N 6	KMGH	08/20/12	08/24/12	11A-12P News/KMGH	CA	11A-12P	11111--	:30	5	\$450.00	P2	0.00	NM	5	\$2,250.00
				11A-12P News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/18/12	08/24/12	11111--		5				\$450.00		0.00			

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 Flight Dates: 08/18/12 - 08/24/12

Advertiser: Issue/RNC  
 Product Desc: RNC  
 Estimate: 3032

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 7	KMGH	08/20/12	08/24/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P 11111--	:30	5	\$800.00	P3	0.00 NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 08/18/12		08/18/12	08/24/12	11111--		5		\$800.00		0.00			
N 8	KMGH	08/19/12	08/19/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P -----S	:30	1	\$375.00	P3	0.00 NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 08/18/12		08/18/12	08/24/12	-----S		1		\$375.00		0.00			
N 9	KMGH	08/20/12	08/24/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P 11111--	:30	5	\$1,700.00	P3	0.00 NM	5	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 08/18/12		08/18/12	08/24/12	11111--		5		\$1,700.00		0.00			
N 10	KMGH	08/20/12	08/24/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P 1-1-1--	:30	3	\$1,600.00	P3	0.00 NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 08/18/12		08/18/12	08/24/12	1-1-1--		3		\$1,600.00		0.00			
N 11	KMGH	08/21/12	08/21/12	ABC Tue C NY MED	CA	9P-10P -T-----	:30	1	\$3,000.00	P2	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 08/18/12		08/18/12	08/24/12	-T-----		1		\$3,000.00		0.00			
N 12	KMGH	08/19/12	08/19/12	ABC Sun C Extreme Makeover: Weight Los:	CA	8P-10P -----S	:30	1	\$3,000.00	P2	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 08/18/12		08/18/12	08/24/12	-----S		1		\$3,000.00		0.00			
N 13	KMGH	08/20/12	08/24/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P 11111--	:30	5	\$1,400.00	P2	0.00 NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 08/18/12		08/18/12	08/24/12	11111--		5		\$1,400.00		0.00			
N 14	KMGH	08/20/12	08/24/12	Jimmy Kimmel Jimmy Kimmel	CA	11:03P-12:07A 11111--	:30	5	\$200.00	PREE	0.00 NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 08/18/12		08/18/12	08/24/12	11111--		5		\$200.00		0.00			
N 15	KMGH	08/20/12	08/24/12	M-F 12:07A (M-F) M-F 1207AM (M-F)	CA	12:07A-12:37A 11111--	:30	5	\$100.00	P3	0.00 NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 08/18/12		08/18/12	08/24/12	11111--		5		\$100.00		0.00			
Totals												49	\$40,950.00